

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. - 19. (Canceled)

20. (New) A method for ordering products over a communication network from a plurality of network connected merchants via a network connected order terminal, said order terminal associated with one of a plurality of business entities each having a predefined business relationship with said plurality of merchants, the method comprising the steps of:

maintaining relationship data indicating a ranking of the predefined business relationships in a database coupled to the communication network; and

presenting to a user an order screen on said order terminal including primary purchasing information for ordering a product from one of the plurality of network connected merchants, the primary purchasing information being modified in response to a ranking of a predefined business relationship between said one of the plurality of business entities and said one of the plurality of network connected merchants.

21. (New) The method according to claim 20, further comprising the step of:

presenting to a second user an order screen on a second order terminal associated with a second one of said plurality of business entities including secondary purchasing information for ordering said product from said one of the plurality of network connected merchants, the secondary purchasing information being different from the primary purchasing information in response to a different ranking of a predefined business relationship between said second business entity and said one of the plurality of network connected merchants.

22. (New) The method according to claim 20, further comprising the step of modifying the purchasing information to include at least a merchant having a highest rank predefined business relationship with said one of the plurality of business entities.

23. (New) The method according to claim 20, further comprising the step of modifying the purchasing information to include a lower price for said product from another network connected merchant having a higher ranking of its predefined business relationship with said one of the plurality of business entities than said one of the plurality of network connected merchants.

24. (New) The method according to claim 20, further comprising the step of excluding one or more of the plurality of merchants from the purchasing information presented to the user based on a ranking of predefined business relationships between said one or more of the plurality of merchants and said one of the plurality of business entities.

25. (New) The method according to claim 20, further comprising the steps of:

presenting different types of products on the order screen for a user to select; and

including or not including two or more of the plurality of merchants who sell products of a type selected by the user on the order screen, wherein the two or more merchants are included or not included based on rankings of their predefined business relationship with said one of the plurality of business entities.

26. (New) The method according to claim 25, further comprising the step of presenting one of the two or more merchants in a preferred position on the order screen based on it having a higher ranking predefined business relationship than the other ones of the two or more merchants.

27. (New) The method according to claim 20 wherein said order terminal comprises one of the following:

- an automated teller machine;
- a catalog kiosk;
- a personal computer; or
- a wireless device.

28. (New) The method according to claim 20 wherein said one of a plurality of business entities comprises one or more of the following:

- a retail store;
- a manufacturer of a wireless device; and
- an automatic teller machine owner.

29. (New) The method according to claim 20 wherein said order terminal is located in a retail catalog store.

30. (New) The method according to claim 20 wherein a potential ranking of said predefined business relationships include at least two levels.

31. (New) The method according to claim 20 wherein the step of maintaining data is performed by a service manager using a table in the database.

32. (New) The method according to claim 20, further comprising the step of including or not including a purchasing convenience feature in the purchasing information in response to a ranking of a predefined business relationship between said one of a plurality of business entities and said one of the plurality of network connected merchants.

33. (New) A system for ordering products from a plurality of merchants over a network, comprising:

an order terminal connected to the network, the order terminal associated with a business entity;

a database connected to the network for storing rankings of business relationships between the business entity and the plurality of merchants;
and

an order screen connected to the order terminal for presenting merchant and pricing information to a user for a product, wherein merchants that are included in the merchant and pricing information are selected according to the rankings of the business relationships between the business entity and the plurality of merchants.

34. (New) The system of claim 33, further comprising:

a second order terminal connected to the network, the second order terminal associated with a second business entity; and

a second order screen connected to the second order terminal for presenting second merchant and pricing information to a user for said product, wherein merchants that are included in the second merchant and pricing information are different than the merchants included in the first merchant and pricing information based on different rankings of the business relationships between the second business entity and the plurality of merchants.

35. (New) The system according to claim 33 wherein the merchandise and pricing information excludes merchants based on low rankings of the business relationships between the business entity and the excluded merchants.

36. (New) The system according to claim 33 wherein the merchandise and pricing information includes lower prices for merchants in response to a higher ranking of business relationships between the business entity and the merchants having lower prices.

37. (New) The system according to claim 33 wherein the merchandise and pricing information is formatted so that merchants having a higher priority business relationship with the business entity are listed first.

38. (New) The system according to claim 33 wherein said order terminal comprises one of the following:

- an automated teller machine;
- a catalog kiosk;
- a personal computer; or
- a wireless device.

39. (New) The system according to claim 33 wherein said business entity comprises one or more of the following:

- a retail store;
- a manufacturer of a wireless device; and
- an automatic teller machine owner.

40. (New) The system according to claim 33 wherein said business entity is a retail catalog store and the order terminal is located therein.

41. (New) The system according to claim 33 further comprising a service manager for maintaining the database.

42. (New) The system according to claim 33 wherein merchants that are excluded from the merchant and pricing information are selected according to the rankings of the business relationships between the business entity and the plurality of merchants.

43. (New) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform the method steps of claim 20.

44. (New) A method comprising:

providing an order terminal associated with a business entity for ordering a product from a user selected merchant over a network that includes a business relationship database, the business relationship database including data identifying ranked business relationships between the business entity and a plurality of merchants; and

presenting to the user an order screen on said order terminal, the order screen comprising purchasing information for ordering the product and a subset of said plurality of merchants, the subset including at least one merchant that offers the product for sale, one of which is selected by the user, and excluding at least one other merchant who also offers the product for sale but has a lowest rank as identified in the business relationship database.